

Successful Utah-India business relationships

As we know America is the leader for entire globe. Here every one knows America is the father of Globalization. It provides vision to entire world. In order to continue its supremacy in all the sectors, it has been aligning with different countries at different times.

Why Utah, need business relationship with India?

- ❑ If so how can Utah Companies take advantage of business opportunities in India?
- ❑ In this context I want to touch mainly two points
- ❑ Importance of India.
- ❑ Business Opportunities in India.

Without IT

- Think of 1979 or 80, If you want to give a presentation, people used to write their notes on plain white papers. One has to go through entire library for relevant information. It used to be tedious task.

With IT

- ❑ Now we can google it, for what ever information we want. We can prepare our presentations on power points, we can send our prepared content as an attachment to the organizer, we carry our prepared content in memory sticks. Look at the market iPhones, LCD's, 4gig ram laptops, ebay, internet banking, listening our emails while driving the car ...speech recognition engines, text to speech conversion, so much technology. Amazing and unbelievable technological changes.
- ❑ Before google earth, only governments used to have access to satellite, that too only for military purpose. Governments Lit bit used these satellites for weather and other uses. Now we have google earth, Now we should able to track our friend on the map, without having GPS, just with a cell phone signal. Walmart could track its shipment on the ocean.

IT Innovations by Indians

- ❑ Why I am talking all this is, as we are talking about India. Indians become part in all these innovations from invention of hotmail email system to present tracking of our friend using cell phone on the map. American companies brought these techies from India on H1B visa to make these sophisticated technology to available globally. Later these companies put their branches in India, instead of bringing techies from India.
- ❑ Because of this IT such as e-commerce, software products and IT enabled services India became prominent. Now India became the top because of its high tech products and Services. Whether you go London, or Frankfurt, or South Africa, or Brazil where ever you go across the globe you will find this Indian software engineer.

Outsourcing

- ▣ As we already know, about half the U.S. Fortune 500 companies have a direct or indirect presence in India. Not only US, almost all developed nations businesses for their IT services they are using India.

India market for U.S products

- ❑ Other positive point of India India has population of over 1 billion, and a fast growing middle class, who is now over 300 million, equal to American population. These people can afford what American middle class can afford. Those who want to do business with India can target these middleclass for their products. India could provide a vast market for U.S. products.

India Trade Info....

□ **TRADE**

	1987	1997	2006	2007
□ <i>(US\$ millions)</i>				
□ Total exports (fob)	12,644	35,680	128,083	146,632
□ Marine products	411 1,	207 1,	744 ..	
□ Ores and minerals	600	1,061	7,033 ..	
□ Manufactures	8,195	26,547	82,818	91,657
□ Total imports (cif)	19,812	51,187	191,254	238,296
□ Food	1,141	1,483	3,291 ..	
□ Fuel and energy	3,118	8,164	57,074 ..	
□ Capital goods	5,064	9,796	52,944	71,311

Indo-US trade

- ▣ Since 1990 Indo-U.S. trade has increased over 400%, to over \$21 billion annually. Not only U.S. consumer products are ranging from computers and automobiles, but service industries like insurance, telecom and banking are increasing their stake in the Indian market.

Challenges for Business

- ❑ Challenges before any business is, it has to produce top quality product with possible less manufacturing cost and finding market for its product.

Conclusion

- ❑ IT is one of the departments in an Enterprise. It facilitates making the things easy for the other departments.
- ❑ Technology is one of the important things for human advancement. Society always moves forward. Present democracy is the result of Industrial revolution. Hence, utilizing IT services from India doesn't hurt the employment opportunities for Americans. But what extent of outsourcing of IT related work can be done, Enterprises has to decide for benefiting both India and USA.